



Braunvieh Association of America
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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National Braunvieh Sale Posts Strong Averages

(Lincoln, Neb.) – Braunvieh breeders from across the U.S. gathered at the National Western Stock Show in Denver, Colo. January 15, 2010 to offer and bid on top Braunvieh genetics in the Silver Anniversary National Braunvieh Sale. Many buyers were on hand or on the phone to purchase bulls, females, embryos and semen lots representing some of the Braunvieh's most elite genetics. The bidding was indicative of the increasingly strong demand for Braunvieh-influenced and foundation genetics with a live cattle sale average of \$4,064.81 on 27 lots and an average of \$929.06 on 17 additional lots.

Sale Summary: 2010 Silver Anniversary National Braunvieh Sale

Date: January 15, 2010

Location: Livestock Center Auction Arena, National Western Stock Show

Gross Sale Receipts: \$124,615.00

Auctioneer: Doak Lambert, Coppell, Texas

Sale Manager: BluePrint Marketing, LLC, Fort Collins, Colo.

Averages:

2 Bulls at an average of \$9,000

25 Females at an average of \$3,430

8 Embryo lots at an average of \$1,269

1 Flush at \$6,000

8 Semen lots at an average of \$589

High selling bull (as well as the high selling lot of the sale) was Lot 1, MHF U861 (DOB 3/20/08), from Mystic Hill Farms in Culpeper, Va. and was sold to Larry Yates of Yates Braunvieh in Bridgeport, Texas for \$16,500. MHF U861 is sired by MHF R595, a Pure Chrome son and out of MHF M230, a "Spittin Image" x "Lifeline" daughter.

High selling female was Lot 12, Miss BOR 01576U (DOB 11/30/08), from Broken Oak Ranch in Seguin, Texas. Damon Stotts of Stotts Farm in Lubbock, Texas purchased half interest in this PFI C340 daughter sired by "Silverado" for \$8,600.

Second high selling female was Lot 22, Miss RF 230W ET (DOB 3/24/09), from Ridgefield Farm in Brasstown, N.C. and was sold to Kenneth Beagle in Yanceyville, N.C. for \$5,500. Miss RF 230W is out of "Queen Lady" and sired by the popular homozygous polled "Clear Vision" bull.

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High selling non-live lot was a flush from MHF Unity U854 (DOB 3/14/09), the 2010 National Champion Braunvieh Female, owned by Harvester Farm in Remington, Va. Andrew Davis, Indian Creek Farm, Good Hope, Ga. selected this flush that guaranteed six embryos for \$6,000.

High selling embryo lot was a donation lot from MJ Cattle Company in Encampment, Wyo. with the proceeds to be split equally between the Braunvieh Association of America and the Encampment, Wyo. FFA. This lot was purchased by Mystic Hill Farms of Culpeper, Va. and Broken Oak Ranch of Sequin, Texas for \$3,300.

High selling semen lot was a Silver Anniversary Semen Package from Blue Feather Ranch in Kiowa, Colo. and was purchased by Cheri Anderson of Colcord, Okla. for \$1,350.

Volume buyers were Kenneth Beagle, Yanceyville, N.C., and Sterling Genetics, Lenexa, Kan. with purchases of three head each.

*Braunvieh cattle are a total package – including a live, well muscled calf with high growth, which is essential to all cattlemen’s profit equations; moderately framed cows with maternal ability and fertility for profit-minded producers; and a feeder calf prone to good health that converts well and has grid value potential for progressive cattle feeders. Many benefits, from growth and carcass value of the Braunvieh-sired steers to the fertility and productivity of F₁ daughters, are well documented in research. Braunvieh is a fast growing breed and one of the first breeds in North America to begin RFI testing and offering that data to bull buyers. A relatively new measure of feed efficiency, residual feed intake (RFI) is an individual record taken during long-term feeding trials that measures feed offered, feed refused and average daily gain. **For more information call (402) 466-3292 or visit www.braunvieh.org and www.braunviehbull.com.***

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